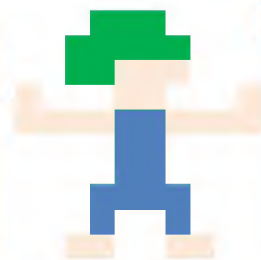


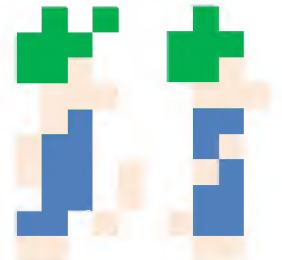
THE LEMMING

THE FREE-TO-PLAY BUSINESS MODEL REVIEWED



THINKING

Carsten van Husen, CEO Gameforge



MY BIO

Carsten & F2P



2006 FOUGHT AGAINST IT

2007 LOVED IT

2008 EVANGELIZED IT, IGNORED & LAUGHED AT

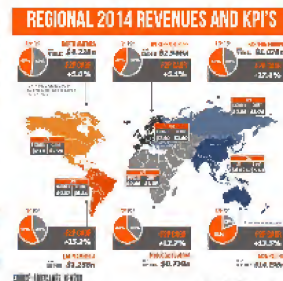
2010-2014 DOZENS OF CONFERENCES



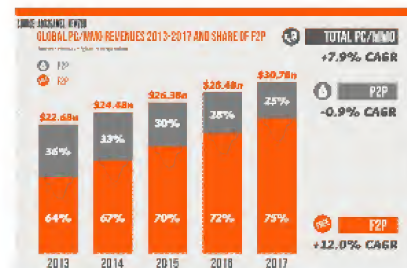
2015...

2015...

F2P MATTERS



NOW

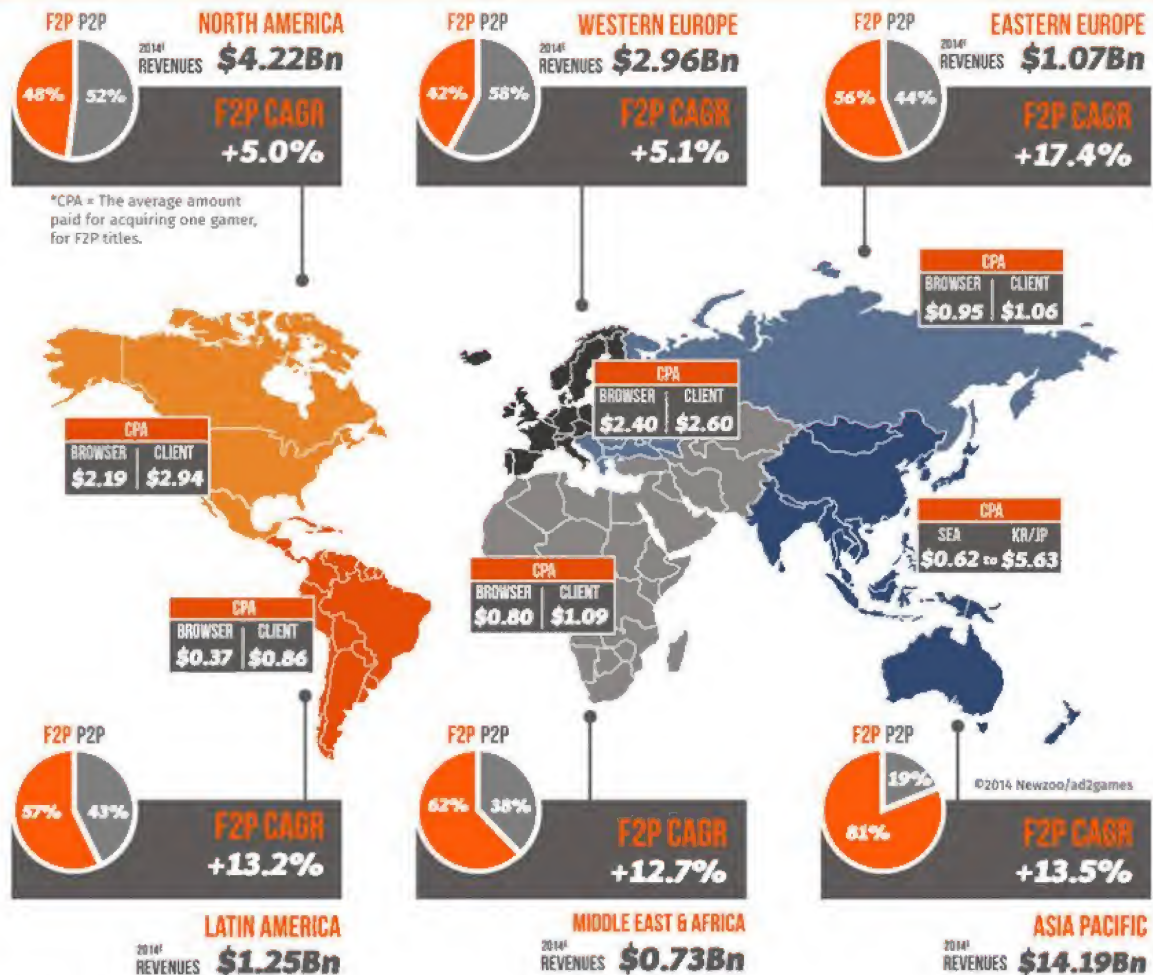


IN THE FUTURE



2P TITERS

REGIONAL 2014 REVENUES AND KPI'S

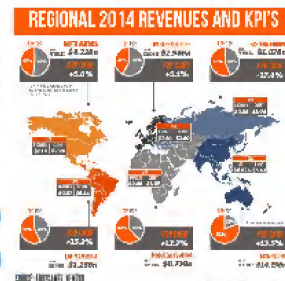


SOURCE: ADD2GAMES, NEWZOO

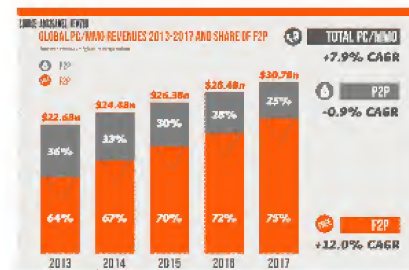
NOW

2015...

F2P MATTERS



NOW



IN THE FUTURE



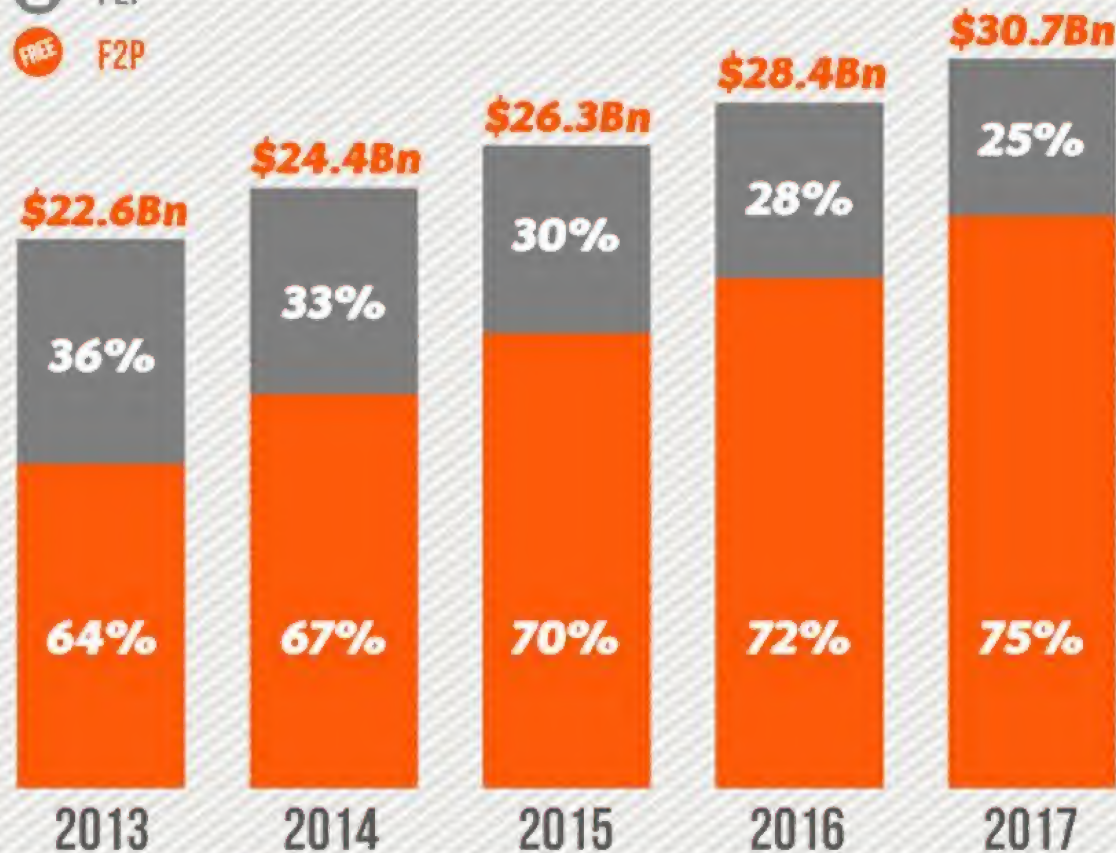
SOURCE: ADD2GAMES, NEWZOO

GLOBAL PC/MMO REVENUES 2013-2017 AND SHARE OF F2P

Source: newzoo.com/globalreportpremium

P2P

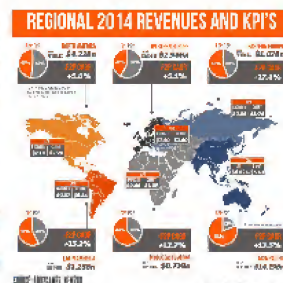
FREE F2P



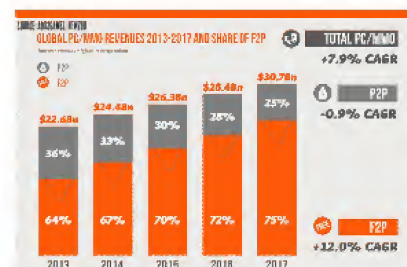
IN THE FUTURE

2015...

F2P MATTERS



NOW

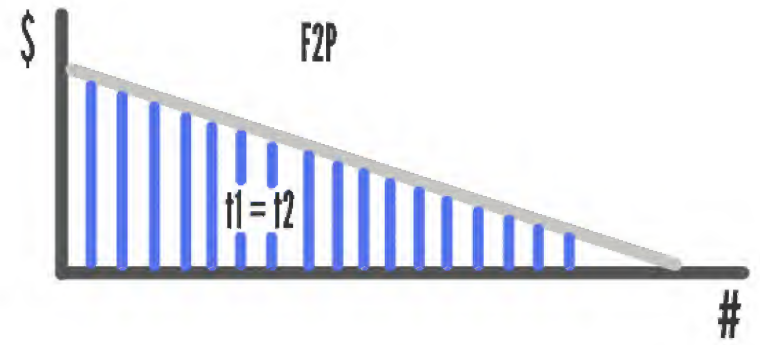
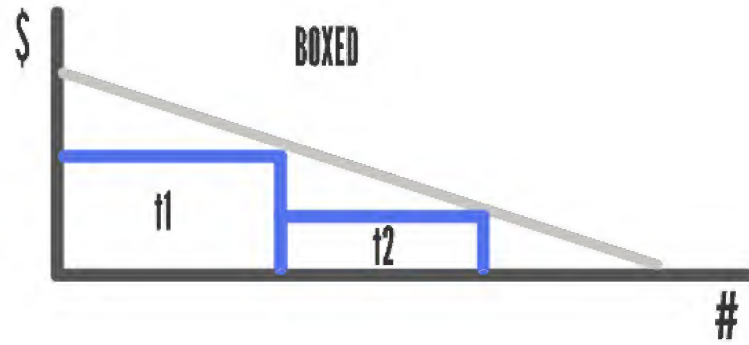
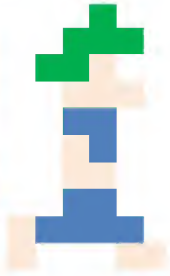


IN THE FUTURE



F2P DOMINANT  **FOR**
PLAYERS   **FOR**
PUBLISHERS 

FOR
PUBLISHERS

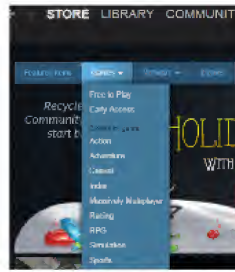


**BUT
F2P**



>20% OF ALL APPS ARE GAMES
>70% OF ALL GAMES ARE F2P
+10,000 GAMES / MONTH

SOURCE: POCKETGAMER, US APPSTORE

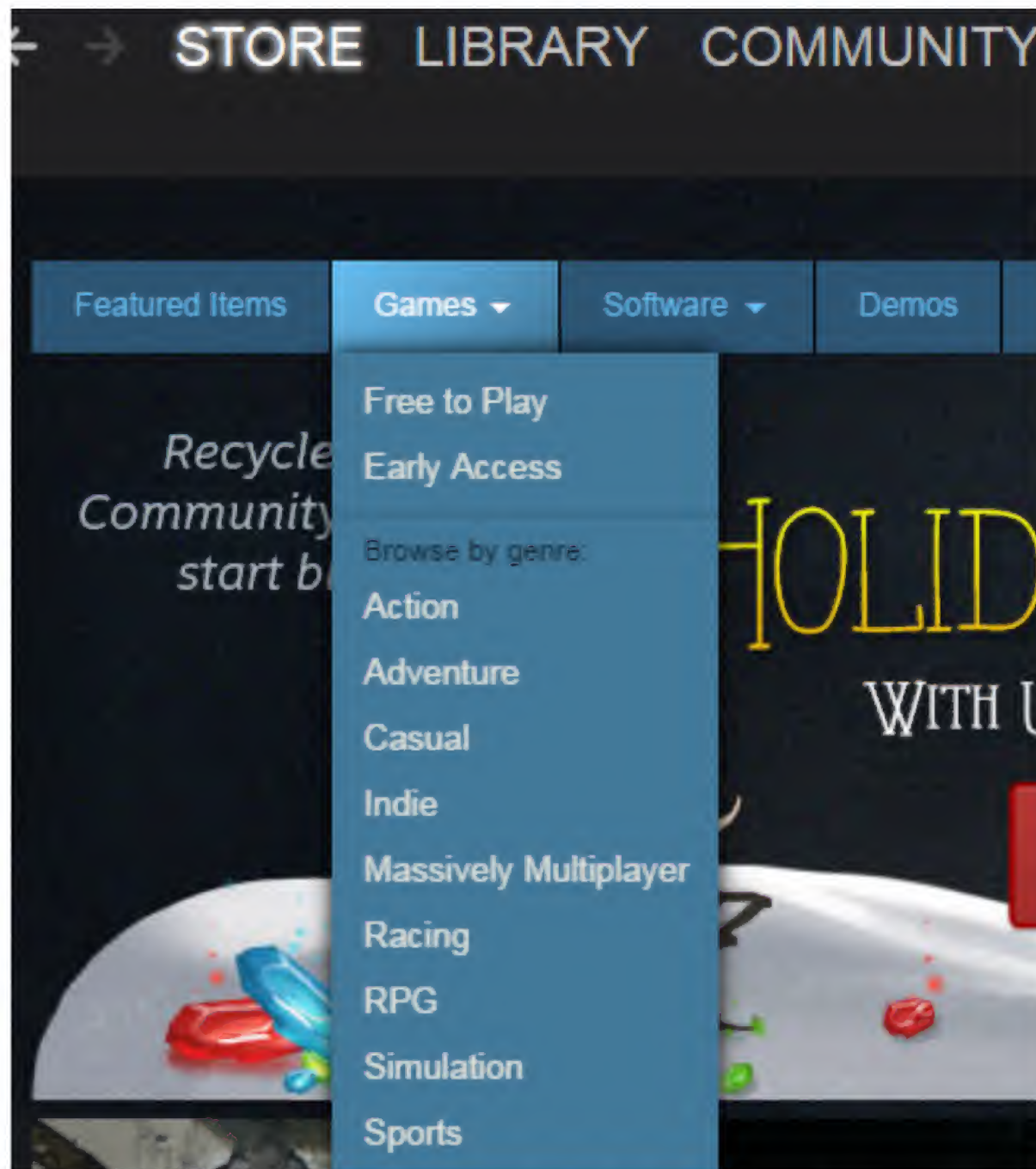


SOURCE: STEAM STORE PAGE



**HAS BECOME A
CATEGORY**





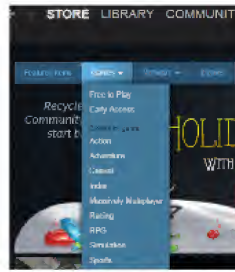
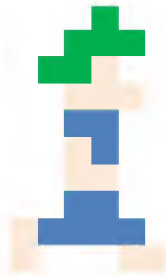
SOURCE: STEAM STORE PAGE

**BUT
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SOURCE: POCKETGAMER, US APPSTORE



SOURCE: STEAM STORE PAGE



**HAS BECOME A
CATEGORY**





AAA GAMES AVAILABLE
FOR FREE



THERE'S
YEARS
OF CONTENT



FROM P2P TO F2P



DEFIANCE



DROPPED SUB



THE SECRET WORLD





AAA GAMES AVAILABLE
FOR FREE

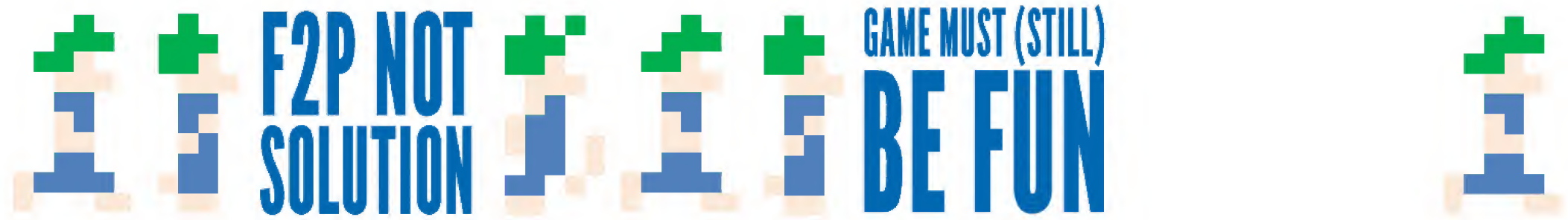


THERE'S
YEARS
OF CONTENT



 **F2P IS NOT LONGER USP**  

DON'T FOLLOW THE F2P TREND
LIKE A LEMMING



A pixel art character with a green cross on its head, wearing a blue shirt and orange pants, standing on a small orange base.

F2P IS
ADDITIONAL

TASK/DISCIPLINE

A pixel art character with a green cross on its head, wearing a blue shirt and orange pants, standing on a small orange base.

**F2P SHOULD
ADD TO THE GAME EXPERIENCE**



MONETIZATION

~~HARD VS WEAK~~

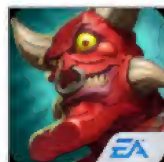
~~BAD VS GOOD~~

**STUPID
VS SMART**

FASHION ITEMS - UNCRITICAL

FUNCTION ITEMS - TBD

STUPID VS SMART



SOURCE: METACRITIC,
DUNGEON KEEPER

42

Metascore

Generally unfavorable reviews
based on [22 Critics](#)

[What's this?](#)

Summary: Devilishly smart. Deploy wicked tactics and dominate your enemies! Build the ultimate underground lair and summon diabolical forces to do your bidding. Itâ€™s tower defenseâ€without the towerâ€and a lot more offensive!

0.4

User Score

Overwhelming dislike
based on [594 Ratings](#)

Your Score



0

Developer: Bullfrog Productions

Genre(s): Fantasy

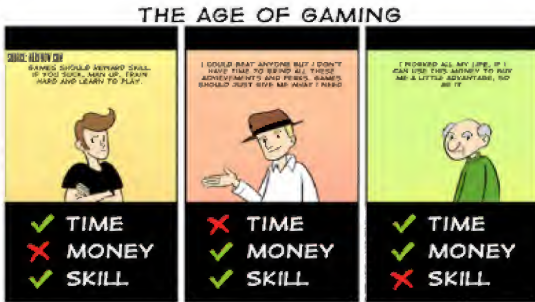
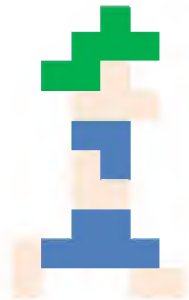
Cheats: [On GameFAQs](#)

[More Details and Credits »](#)

GAME MUST BE "PLAYABLE" (NOT PAY-TO-PLAY)

/ REMAIN VISIBLE THRU THE PAYMENT WALL

CONTENT CAPS - USE WITH CARE



IDEALLY ARBITRAGE:

F2P BROKERS BETWEEN PLAYERS / GENERATIONS

TIME-SAVERS ARE SMART

THE AGE OF GAMING

SOURCE: NERFNOW.COM

GAMES SHOULD REWARD SKILL.
IF YOU SUCK, MAN UP, TRAIN
HARD AND LEARN TO PLAY.



✓ TIME
✗ MONEY
✓ SKILL

I COULD BEAT ANYONE BUT I DON'T
HAVE TIME TO GRIND ALL THESE
ACHIEVEMENTS AND PERKS. GAMES
SHOULD JUST GIVE ME WHAT I NEED.

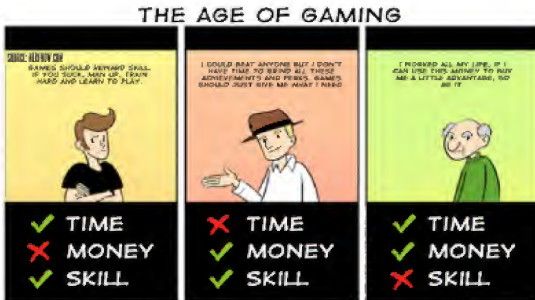


✗ TIME
✓ MONEY
✓ SKILL

I WORKED ALL MY LIFE, IF I
CAN USE THIS MONEY TO BUY
ME A LITTLE ADVANTAGE, SO
BE IT.



✓ TIME
✓ MONEY
✗ SKILL



IDEALLY ARBITRAGE:

F2P BROKERS BETWEEN PLAYERS / GENERATIONS

TIME-SAVERS ARE SMART

**STUPID
VS SMART**



**GAME MUST BE FAIR
(NOT PAY-TO-WIN)
ESP. COMPETITIVE MP**



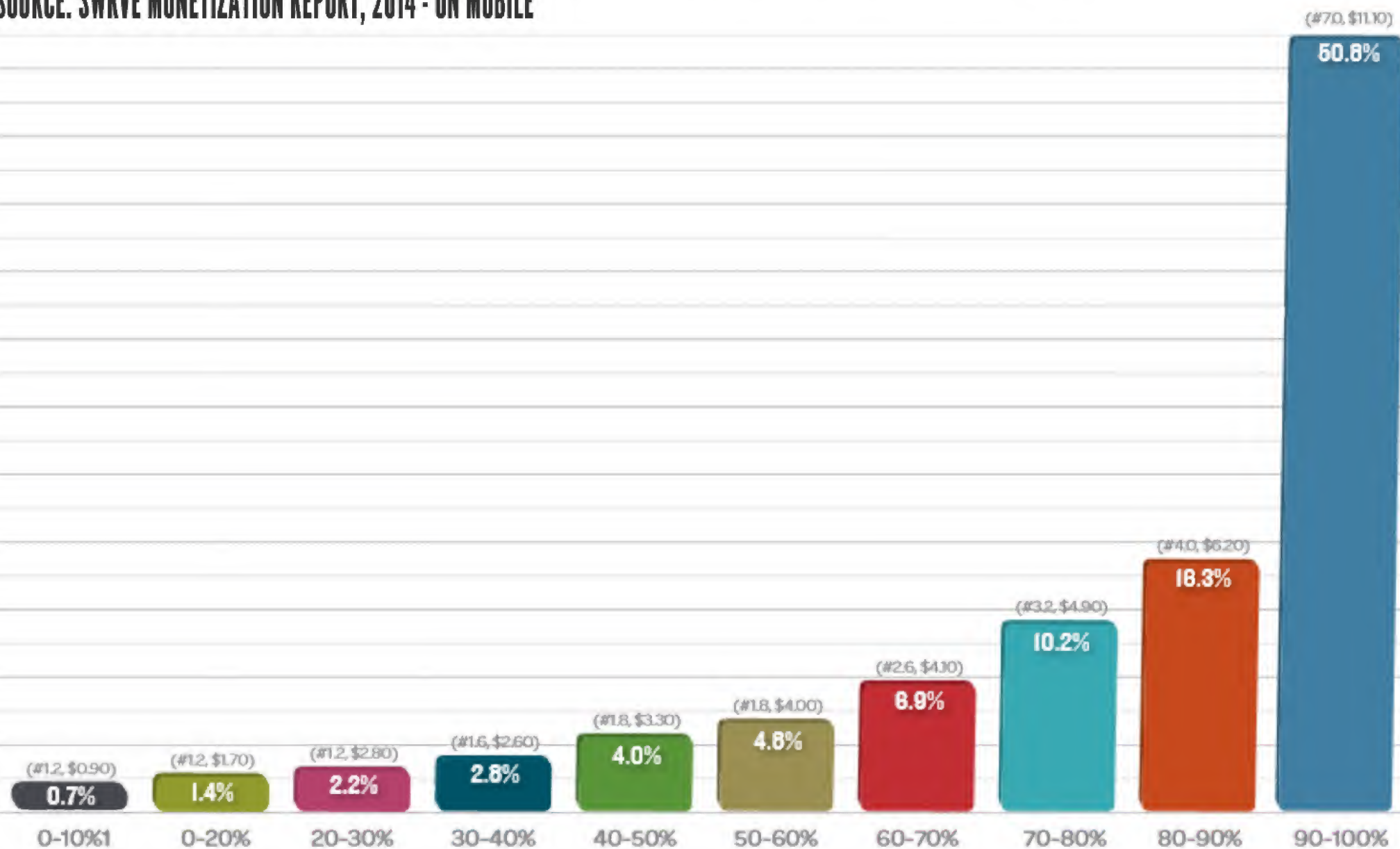
**F2P CAN NOT AND SHOULD NOT MAKE THINGS EQUAL
BUT
F2P CAN AND SHOULD MAKE THINGS FAIR**

AVERAGE REVENUE PER USER FOR MAJOR FREE-TO-PLAY MMO TITLES—**WORLDWIDE** SOURCE: SUPERDATA RESEARCH, 2014

| Rank | Title | Publisher | Average revenue per user |
|------|-------------------|---------------------------|-----------------------------|
| 1 | World of Tanks | Wargaming.net | \$4.51 |
| 2 | Team Fortress 2 | Valve Corporation | \$4.36 |
| 3 | Guild Wars 2 | ArenaNet | \$3.88 |
| 4 | War Thunder | Gaijin Entertainment | \$3.26 |
| 5 | Planetside 2 | Sony Online Entertainment | \$2.86 |
| 6 | Combat Arms | Nexon | \$2.81 |
| 7 | Crossfire | SmileGate | \$1.58 |
| 8 | DOTA 2 | Valve Corporation | \$1.54 |
| 9 | Heroes of Newerth | S2 Games | \$1.48 |
| 10 | League of Legends | Riot Games | \$1.32 |

Percentage of Total Revenue by Player Spend Category

SOURCE: SWRVE MONETIZATION REPORT, 2014 - ON MOBILE

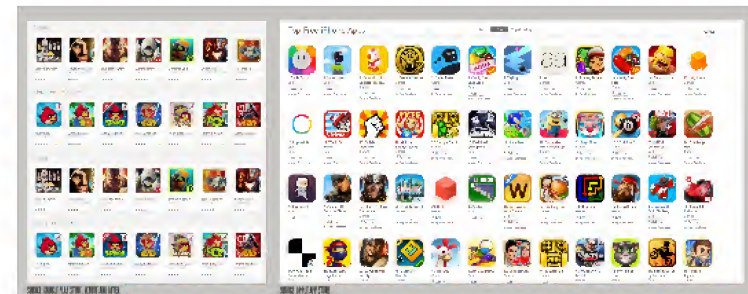


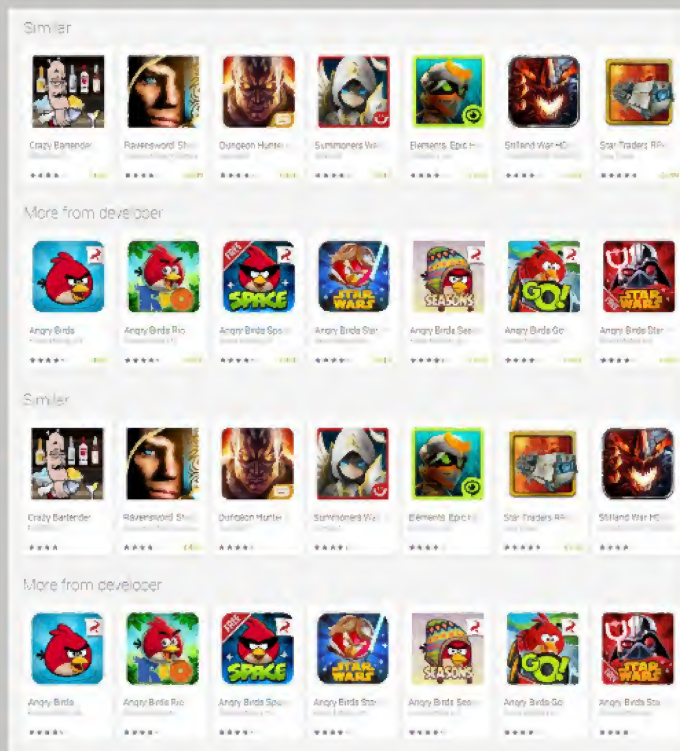


**F2P CAN NOT AND SHOULD NOT MAKE THINGS EQUAL
BUT
F2P CAN AND SHOULD MAKE THINGS FAIR**

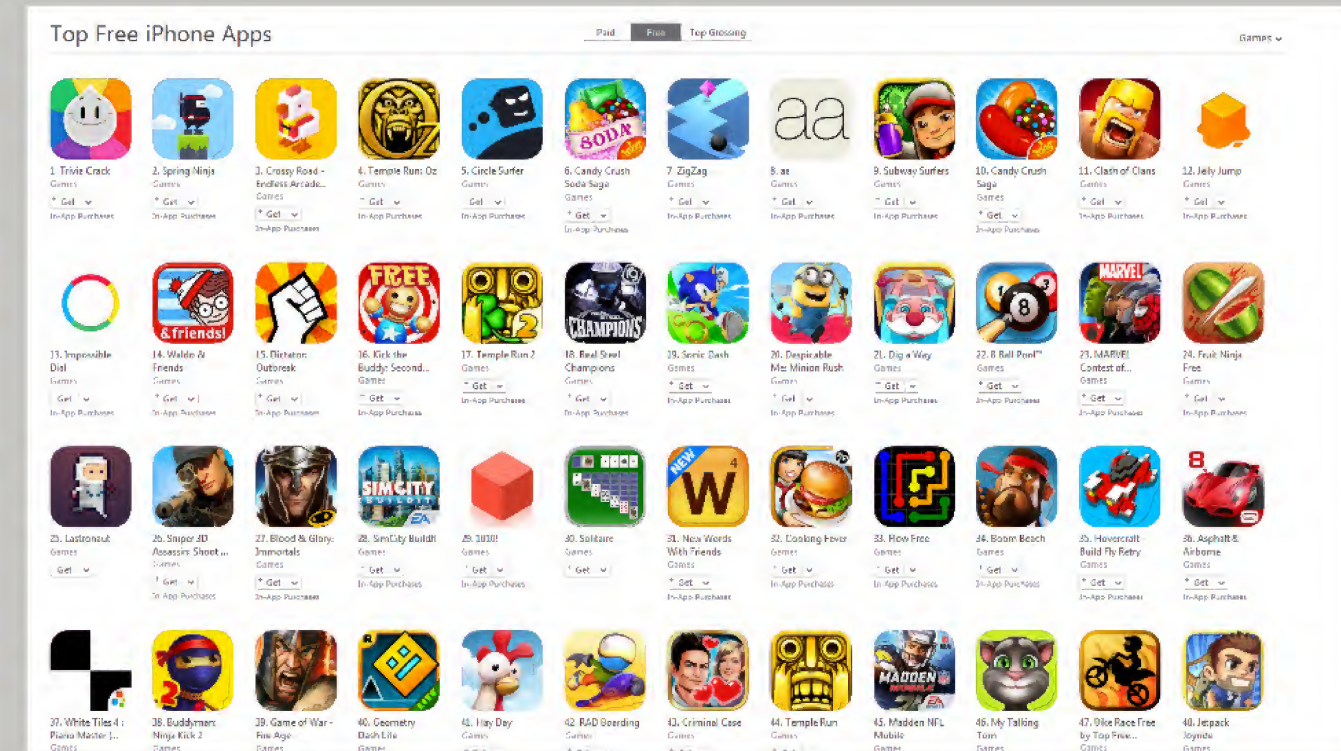


REACH FOR THE BEST EXPERIENCE
FOR EVERY P(L)AYER





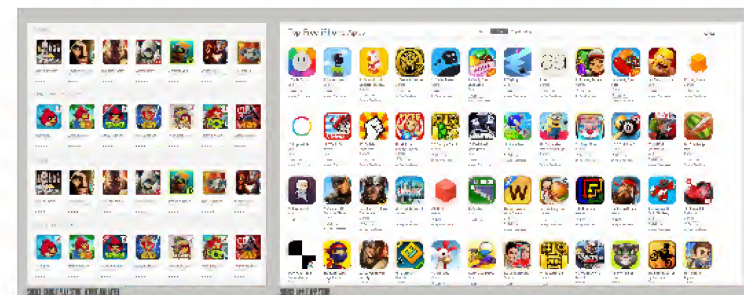
SOURCE: GOOGLE PLAY STORE, BEFORE AND AFTER



SOURCE: APPLE APP STORE



REACH FOR THE BEST EXPERIENCE
FOR EVERY P(L)AYER



F2P EXPERTISE

A KEY SKILL AND A COST FACTOR (EXPECT +10%)



DO YOU HAVE IT IN-HOUSE?
IT IS NOT EASY TO FIND THE RIGHT PEOPLE
GET THEM BEFORE YOU GO F2P

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apply for your ideal

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Keywords (comma separated)

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☐ ANYWHERE

What Field?

☐ ANY

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- [Production](#) (140)
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- [Public Relations](#) (6)
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- [Sound / Music](#) (13)
- [Web Development / Design](#) (24)
- [Writing / Journalism](#) (4)

Jobs search

Skills: [Game Design](#)

Matching keywords: [Free to play](#) and [F2P](#)

Senior/Lead Games Designer - Mobile/F2P games !!

England

f2p games for iPhone & Android. They are now looking for a Senior/Lead Game Designer to join their team in the North West of England. As a Senior/Lead Game Designer you will be extremely creative and be able to apply logic and analytical thought to the medium. Responsibilities: • Take responsibility for producing game design documents and communicating those designs to the team. • Be involved in every aspect

Posted by [Creative Personnel](#) on 26th February 2015

Mobile Games Studio seeks Game Economy Designer

Scotland

f2p design philosophies. Understanding of player training, guidance and psychology. Excel mastery. Advanced SQL knowledge. Consumer behaviour and marketing knowledge. Able to work in an agile team. Able to deconstruct complex systems, identify key variables and understand the relations between them. Understanding of client/server architecture, data collection pipeline and mining. 2+ years previous experience within the games industry with free-to-play

Posted by [Interactive Selection](#) on 25th February 2015

Monetization Expert - London, £££

London

To apply: One of the world's most successful games company is looking for a commercially astute Monetisation Exper to be responsible for the performance of all their mobile games. As a specialist in this field, we are looking for someone with strong previous experience of designing in-game

Posted by [Datascopes](#) on 22nd February 2015

Page 1 of 3 (51 items)

[Next Page »](#)

SOURCE: GAMESINDUSTRY.BIZ, JOB SEARCH

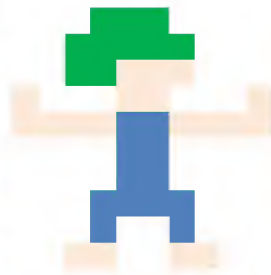
F2P EXPERTISE

A KEY SKILL AND A COST FACTOR (EXPECT +10%)



DO YOU HAVE IT IN-HOUSE?
IT IS NOT EASY TO FIND THE RIGHT PEOPLE
GET THEM BEFORE YOU GO F2P

**BE THAT ONE
LEMMING THINKING**



QUESTIONS



**THANK
YOU**